

1970

"Search for Happiness" Series Brochure

Herald of Truth

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THE SEARCH FOR HAPPINESS. Where does it lead?

Last year, the search for happiness
in the United States led to . . .



85 deaths in race rioting...

**(and over \$160,000,000 in property
damage and looting)**

and

Nearly 500,000 divorces...



**Over 53,000 teen-age
deaths in auto accidents.**

and

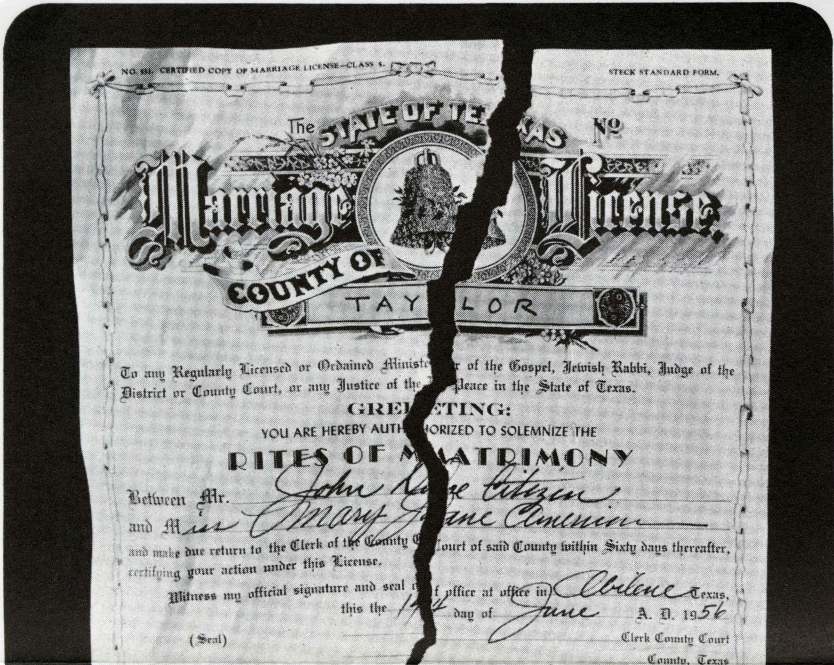
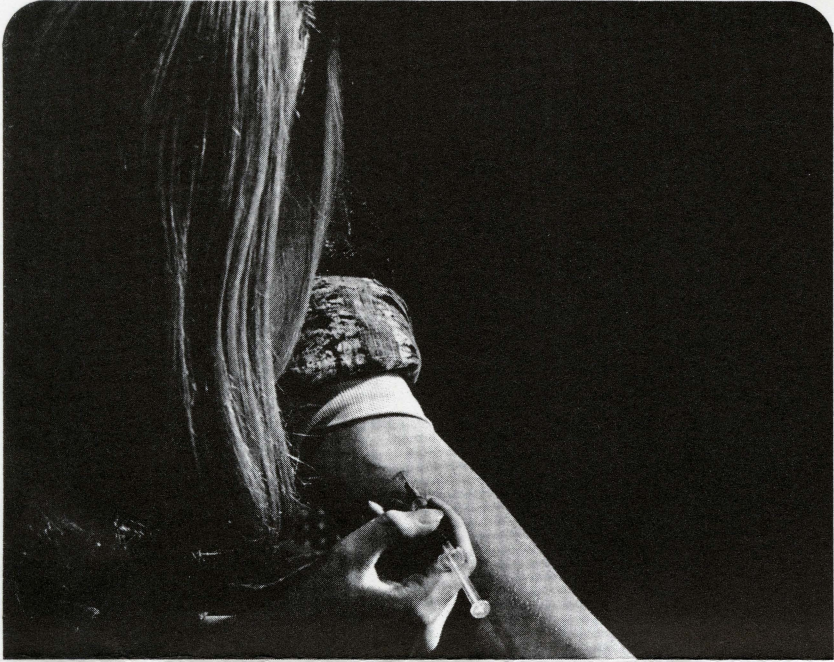
Over 25,000 suicides...



Over 60,000 *reported* cases of drug addiction...

(Statistic: Half of all high-school students in every major American city have tried or habitually used LSD, marijuana, heroin, and other drugs)

A 46% increase in the serious-crime rate...



Nearly 500,000 divorces...

and

85 deaths in race rioting...

(and over \$160,000,000 in property damage and looting)

Over 25,000 suicides...

and

Over 53,000 teen-age deaths in auto accidents.

It's become a national tragedy. . . more tragic, because it's happening in a country that is the richest, most powerful, and most enlightened nation on the face of the earth.

Has our country reached that point in its development which, like a spent electric bulb, flashes brilliantly for a moment, then is extinguished forever? The pages of history are littered with the remains of great powers which have followed the same violent, selfish, self-destructive path on which our nation is hurtling.

Responsible business leaders, educators, social workers, religious leaders, political leaders, and heads of the great communications industries have voiced a growing concern at this ominous course of events. But the time for concern alone is now past. The time is urgent for action.

Herald of Truth inaugurates a new television series, "Search for Happiness"

This timely and vital new series breaks in the fall and will examine the effects of the search for happiness obsession: The restlessness and rebellion of youth; the suicidal breakdown of moral responsibility; the mass orgy of lust, self-indulgence, and escape from reality; the growing violence in the nature of our people.

And the message which this new series will bring to this nation and all the world is that the lessons of the Bible contain the answer to all human needs. For the problems of today are the problems of 2,000 years ago. Then, as today, people searched in vain for happiness, grasping at contemporary idols that crumbled in their hands.

These will not be blue-sky platitudes. Scenes will be drawn from actual life, and many of the programs will have the fresh look and feel of a news documentary for the events they depict are this morning's headlines. Expertly produced in full-color, the half-hour segments in the new "Search for Happiness" series promise to be one of the most dramatic and effective uses of television ever made to present the simple, unchanging truth of the Bible in today's restless world.

We urge that your station, as a leader in the field of modern communications in your community, take a positive stand for action in the crises of the moment. One of the ways, and a most effective way you can help, is to find room in your programming for the important, nondenominational messages of Herald of Truth. The attached form will provide you with any additional

information you might like, as well as a full-color audition film of the new "Search for Happiness" series. There's no obligation; so why not fill in and mail that order form today?

**HERALD OF TRUTH
NOW ON 140 TV STATIONS AND 500
RADIO STATIONS IN 50 STATES
AND 17 FOREIGN COUNTRIES**

BATSELL BARRETT BAXTER TV PERSONALITY

Featured speaker on Herald of Truth television, this well-known preacher projects a warmth, an awareness, and a depth of understanding that have helped make him one of the most popular personalities in religious TV programs. . . and have helped make Herald of Truth one of the most widely seen and eagerly anticipated religious programs in television (and radio, too!) Mr. Baxter is head of the Bible Department at David Lipscomb College in Nashville, Tennessee, minister of the Hillsboro Church of Christ in that same city, a noted speaker (with a Ph. D. in Speech), and author of several published works.

HERALD OF TRUTH
Box 1739 Abilene, Texas 79604

We're interested in Herald of Truth for public service televising on our station. Please send the following:

- ☐ More information about your program and the new "Search for Happiness" series.
☐ Full-color audition film

Name _____ Title _____

Station _____ City _____ State _____ Zip code _____

Phone number _____

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**THE SEARCH
FOR
HAPPINESS**

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Abilene, Texas

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